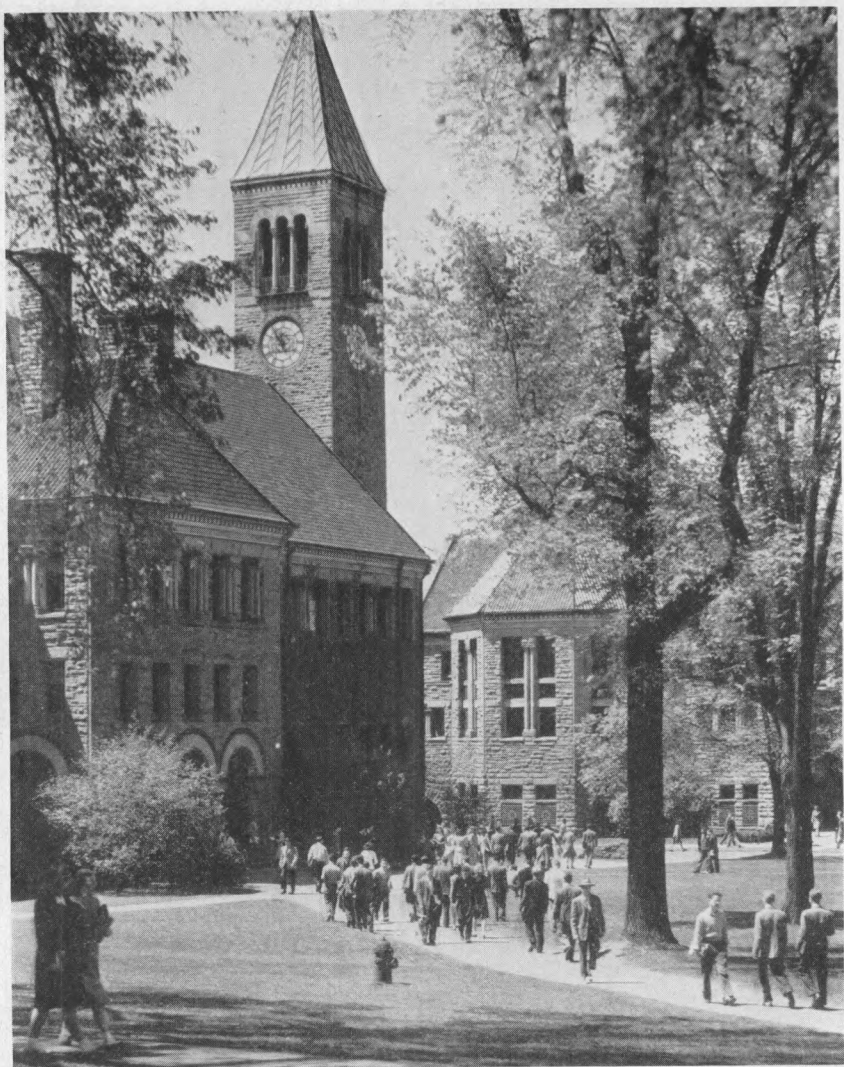




EXTENSION SERVICE SUMMER SCHOOL  
AT CORNELL UNIVERSITY + 1946



*Hour's end, Boardman Hall and Library.*

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# EXTENSION SERVICE

## SUMMER SCHOOL

### AT CORNELL UNIVERSITY

JULY 1—JULY 20, 1946

*EXTENSION WORKERS* interested in professional improvement are invited to the summer short course especially designed for them by the New York State Colleges of Agriculture and Home Economics at Ithaca, New York. It is our purpose to help meet postwar demands for greater efficiency by the application of scientific methods to all processes of extension work as well as to farms and homes. It is hoped that inspiration and increased ability to apply the best procedures known to extension workers will come to each student in attendance.

Although many requests for this school have come from all over the country, the majority of students probably will come from the northeastern states. The extension staff of New York State will be supplemented by several outstanding extension workers from other states.

Because of its historically prominent place in the beginnings of extension work and because of its resources and varied types of agriculture and country life, New York State offers many opportunities for you to get first-hand information in your chosen field.

Sessions are designed to furnish a combination of study, inspiration, and recreation. While the Extension Service Summer School is a part of the regular University Summer Session, no attempt is made to offer subject matter courses available at all other colleges. Every effort will be made to help individuals find answers to particular problems and to provide personal attention, practice, or study as far as possible. This is training to supplement undergraduate work and to provide means of meeting new leadership responsibilities for those who are alert to the changing economic and social needs of our times.

## CREDIT COURSES

*OBJECTIVES AND PROGRAMS* (Extension Teaching 203). Warren Hall 240, 9:30 to 10:45 a. m., Credit 1½ hours. Deals with objectives, policies, and programs; including methods of developing programs, tests of effectiveness, adequacy, and balance in the light of changing situations, and the role of Land-Grant Colleges and the U. S. Department of Agriculture. Professor Murl McDonald.

*PUBLIC RELATIONS AND INFORMATION SERVICE* (Extension Teaching 201). Warren Hall 140, 8 to 9:15 a. m., Credit 1½ hours. Presentation of factors which develop and maintain public relations conducive to sound educational work, including agencies, media, institutions, policies and means of procedure; practical presentation of preparation and use of bulletins, motion pictures, radio scripts, press articles, circular letters, planning and operating a coordinated information service. Professor Frank H. Jeter.

*PUBLIC PROBLEMS IN AGRICULTURE* (Extension Teaching 202). Warren Hall 140, 11 a. m. to 12:15 p. m., Credit 1½ hours. Describes and presents analysis of some of the more important problems of agriculture that involve organized or governmental action; may be state, regional, national, or international with political, social, or economic implications. Professor L. J. Norton.

*SOCIOLOGY FOR EXTENSION WORKERS* (Extension Teaching 206). Warren Hall 240, 8 to 9:15 a. m., Credit 1½ hours. Application of sociology to practical needs of community organization and development; with methods of recognizing and understanding social changes; finding and using leaders; some sample studies; and coordination of extension programs with those of other agencies for community improvement. Associate Professor R. A. Polson.

*PUBLIC SPEAKING* (Extension Teaching 204). Warren Hall Auditorium, 11 a. m. to 12:15 p. m., Credit 1½ hours. An advanced course of study and practice in oral expression including the use of visual aids and demonstration material in their relation to effective speaking, designed to meet the needs of persons engaged in extension service. Opportunity will be given, through personal conferences, to study individual speech problems. Professor G. E. Peabody.

*PSYCHOLOGY FOR EXTENSION WORKERS* (Extension Teaching 205). Warren Hall 140, 9:30 to 10:45 a. m., Credit 1½ hours. A point of view in education and in psychology for extension workers. The nature of man, with emphasis on the tendencies basic to effective influencing of human behavior. How people become changed as to their behavior. Professor P. J. Kruse.



## *OPTIONAL AFTERNOON ACTIVITIES*

Every afternoon you will be able to engage in some optional activity, by which is meant something you may do if you choose. These periods should be interesting and instructive without adding to outside study. If you need to read or rest more than you want to follow the activity arranged for any particular afternoon, you are free to do so. Optional afternoon activities of general interest are scheduled for the first week, but you will be given opportunity to indicate preferences for these matters after you arrive. Field trips include animal breeding laboratory, experimental fields, soil conservation trip, demonstration of new haymaking equipment, farm visits, freezer lockers, and others. Special forums and lectures include farm labor saving forum, nutrition, prices and Extension Field Studies in Methods. Personal practice includes public speaking, radio, photography, and news writing.

## *LEISURE TIME*

Part of the value of summer study is the informal recreation, rest, and association with fellow workers. Ithaca is in the heart of the Finger Lakes section of New York State, with its parks, bathing, boating, and many opportunities for outdoor activities. Three state parks, Taughannock, Robert H. Treman (Enfield), and Buttermilk Falls, are within a few miles of Ithaca. At each of these there is good swimming, and guards are constantly on duty; fireplaces are available for picnickers, and many miles of walks and trails lead through the glens. The University owns a lodge on Mount Pleasant, a few miles from the campus, and parties may secure its use by arranging in advance.

Willard Straight Hall is the social center of the University. The Memorial Room is in constant use for reading and study, or for relaxation and talk. The recreation rooms are utilized for games. All these facilities are at the disposal of the members of the Extension Service Summer School.

## *REGISTRATION AND FEE*

Registration will be in Barton Hall (large Armory) on Monday, July 1. Since most extension workers will have filed application in advance it will not take long to complete formalities. Send in your application for admission early to aid in making arrangements. Room reservations thru the University can not be made until you have notice of admission.

Only two courses (3 credit hours) are permitted. Tuition fee is \$36. Admission is primarily to persons employed as extension workers and may be limited to such. However, persons engaged in the Soil Conservation Service, Farm Security Administration, or related work may apply. Applications must be in by June 20.

### *CREDIT AND AUDITING*

Credit for 3 hours course work may be obtained in the regular Summer Session. If you wish credit in the Graduate School of Cornell University you should also register in that school. If you wish to transfer credits to another institution you are advised to notify such school of your intention and to clear the arrangements in advance.

Auditing of other courses, without credit, is possible subject to permission of the instructor in each case.

### *ASSEMBLY AND CLASSES*

On registration day, Monday, July 1, there will be an assembly at 3 p. m. in Warren Auditorium for all persons registered in Extension Service Summer School. At this session the group will organize with officers and the necessary committees to make the school function as the students desire. Vote will be taken on what optional afternoon activities are to be set up. Announcements of general interest will be made including instructions for parking cars.

Classes will be held daily beginning July 2, including July 4 and Saturday, July 6, but no other Saturday classes will be held.

### *LIVING ACCOMMODATIONS*

The University Residential Halls probably will be able to furnish rooms to those applying in advance, at \$12 to \$20 for the three weeks. The number of rooms available will depend upon the reservations for the regular six-weeks summer session. Reservation for these rooms will be filled in order of application so far as they can be accepted.

Application for reservations should not be made until after acceptance of your application in the summer school has been received, at which time complete information and blank forms will be furnished.

Desirable rooms may be obtained in private residences and in cooperative student houses at \$4 to \$8 a week. A list of private rooms may be obtained from the manager of Residential Halls after June 1.

Graduate women students may secure rooms in the dormitories and cottages of the University not required by undergraduates, or in other residences approved by the Counselor of Students. A list of approved residences is prepared about June 1 and may be obtained upon request to the Counselor of Women's Office, 1 Sage Avenue.

Meals may be obtained at the cafeteria or dining rooms of Willard Straight Hall and Martha Van Rensselaer Hall, or at dining rooms and restaurants near the campus at \$1.50 to \$2.25 a day.

Tenting or trailer sites or one-room cabins may be had at three state parks near Ithaca. The charge for tent or trailer sites is \$2.50 per week, and for one-room cabins, \$7.50 per week. Payment for the first week must be made in advance and should be made as early as possible, as the cabins are often reserved months in advance. Information concerning tent sites or cabins may be obtained from the secretary of the Finger Lakes State Parks Commission, Ithaca, New York.

### *WHO'S WHO AT THE SUMMER SCHOOL*

Edmund Ezra Day, Ph.D., LL.D., President of the University.

W. I. Myers, Ph.D., Dean of the College of Agriculture.

L. R. Simons, B. S., Director of Extension.

M. L. Hulse, Ph.D., Acting Director of the Summer Session.

A. W. Gibson, M. S., Director Resident Instruction and Chairman, Committee on Training for Extension Service.

W. B. Ward, M. S., Head, Department of Extension Teaching and Information.

L. D. Kelsey, B. S., Professor in Extension Service, in charge Extension Service Summer School.

Names of visiting lecturers and leaders will be announced at the opening of summer school.

For further information regarding details, write to:

Lincoln D. Kelsey,  
Room 312, Roberts Hall,  
Ithaca, New York.

## YOUR SUMMER



**FRANK H. JETER** . . . Since 1914, agricultural editor of the State College Extension Service and Experiment Station of the University of North Carolina. A graduate of Clemson College in 1911, he served a year as assistant to the director of the South Carolina Experiment Station. For the next two years, he traveled among the farmers of the south for a commercial organization. His present position has been held since then with the exception of two years as editorial director for the Southern Fertilizer Association, 1920-1921. Mr. Jeter has contributed to the country's leading agricultural magazines, assisted in the AAA information service during the early days of the Roosevelt administration, and served as president of the American Association of Agricultural Editors.



**PAUL J. KRUSE** . . . Professor Kruse was graduated from the State University of Iowa in 1906 and received his Ph.D. from Columbia University in 1917. From 1906 to 1911, he served as principal of schools in Iowa. During the next five years, he was instructor of education at the University of Washington, and from there he came to the Department of Rural Education at Cornell, serving as head of the department from 1927, to 1931. In 1924 and 1933, Professor Kruse was summer lecturer at the University of California at Los Angeles and at Berkeley, respectively. He is affiliated with the American Association for the Advancement of Science, American Psychological Association, National Society of College Teachers of Education, and the Society for Research in Child Development.



**MURL McDONALD** . . . Nebraska born, Mr. McDonald moved to Iowa where he worked in market gardening and the nursery business and was employed for several years with Henry Field Seed Company. In 1910, he received his B.S. degree in agriculture from Iowa State College. He continued for two years as an assistant in Farm Crops. In 1912, he became County Agricultural Secretary for Pocahontas County, returning to Iowa State as Specialist in Farm Crops in 1914. Mr. McDonald was appointed Assistant County Agent Leader in 1916 and State County Agent Leader in 1920. From 1922 until the present time, he has served as Assistant Director of Extension Service. His primary responsibilities are concerned with personnel maintenance and training, and extension program development.

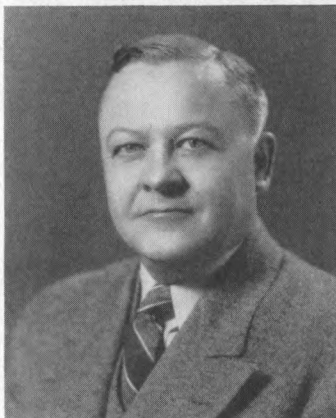


## SCHOOL FACULTY

*L. J. NORTON* . . . A Cornell graduate, he took his Ph.D. in 1921 and continued as instructor and assistant professor of Farm Management until 1923. Except for two years as assistant to the Production Credit Commissioner of the Farm Credit Administration in 1933-34, and vice president and secretary of the Production Credit Corporation of St. Louis in 1935-36, he served on the University of Illinois staff and became chief in Agricultural Marketing in 1936 and acting head of the Department of Agricultural Economics in 1944. He is the author of "Marketing of Farm Products", written with L. L. Scranton, and "Financing Agriculture". During 1945, Dr. Norton was president of the American Farm Economic Association. He owns and manages a 240-acre cash-grain farm in Illinois.



*G. ERIC PEABODY* . . . Professor Peabody graduated from Bryant and Stratton Business College in Buffalo and from Cornell University in 1918. Following service in World War I, he was a salesman and had experience in the retail drug business. In 1921, he returned to Cornell to instruct in oral and written expression and received his M.S. degree in 1924. Professor Peabody took charge of course work in oral and written expression at the New York State College of Agriculture in 1943, and has given extracurricular instruction in public speaking to business and professional men. He has coached the Eastman Stage, Rice Debate Stage, and Home Economics Stage at Cornell, and is the author of "How to Speak Effectively". He has spent sabbatic leave observing parliamentary practice in Congress.



*ROBERT A. POLSON* . . . Transferring from Washington State College in 1925, Dr. Polson entered the College of Agriculture at the University of Wisconsin and graduated in 1927. He received his M.S. from that institution and the Ph.D. degree in rural sociology in 1932. During the preceding year, Dr. Polson was assistant rural organization specialist for the Virginia Extension Service and assistant rural sociologist in the Virginia Agricultural Experiment Station. In 1931, he joined the staff at Cornell, becoming associate professor of rural sociology in 1941. During 1943 and 1944, he served as assistant and later State Farm Labor Supervisor in charge of local mobilization for farm work. With Dr. Dwight Sanderson, he published "Rural Community Organization" in 1939.





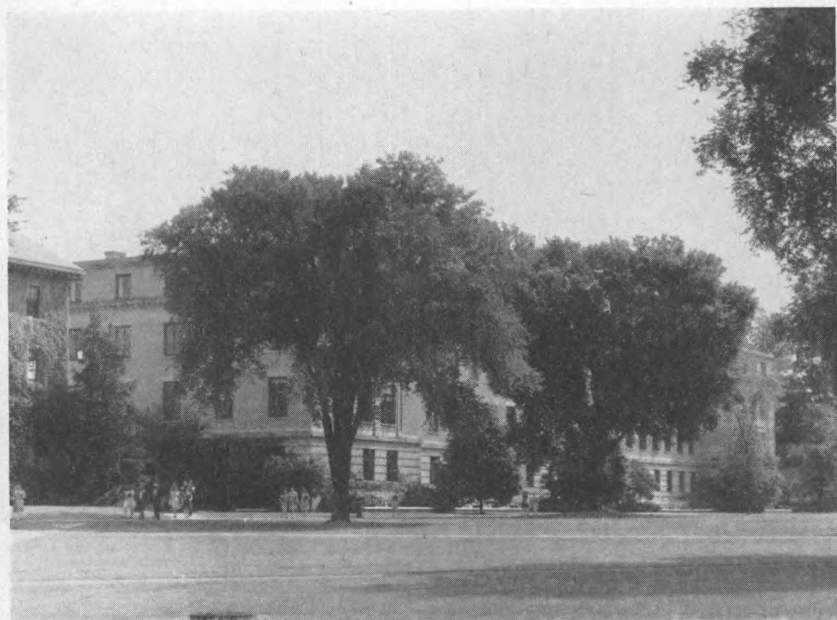
*Study continues in the field.*



*Food research in the test kitchens.*



*What's new? A demonstration session.*



*Warren Hall, home of Agricultural Economics.*

